

## IDEAS TO RECRUIT MALE MENTORS 2010

### Using a Different Approach

- Males respond to a different message than females. The word “mentoring” isn’t always appealing. Try using words like advising, supporting, helping, leading, and coaching when describing the relationship.
- Make the sign up process as easy as possible.
- Bring the sign up process to them.
- Utilize Mentor Michigan’s *Men in Mentoring Toolkit* (located in the 2010 Michigan Mentoring Month Toolkit online) for even more ideas.

### Recruitment Ideas

- Have everyone who speaks on behalf of your organization talk about the need for male mentors. This includes board members, staff, current mentors, and other volunteers. This message is better received when it is a male who is delivering it.
- Partner with the local bookstore/movie store to hold a recruitment fair. Have handouts that are focused on literacy and books that target men in mentoring
- Ask the local newspaper to sponsor an ad in the sports, business, or technology section or in the automobile classifieds.
- Partner with the local electronics store to hold a recruitment fair. Have handouts listing technological activities men could do with their mentees (develop a website, learn about different computer programs, take pictures, learn how to use a GPS, etc.).
- Hold a recruitment fair in conjunction with a professional, college, or high school sporting event.
  - Honor a local male mentor during the event.
  - Have the announcer read public service announcements asking for male mentors.
  - Hand out flyers that target men.
- Hold recruitment events at locations where men are naturally clustered such as car shows, YMCAs, bowling alleys, sportsman club, gyms, etc.
- Partner with the local hardware store to hold a recruitment fair. Have demonstrations going on that show some activities mentors/mentees could do together. (Build a bird house, paint a fence, etc.)

- Partner with the local sporting goods store to hold a recruitment fair. Have handouts listing sporting activities that men could do with their mentees (play catch, go fishing, ride bikes, survival techniques, hiking, etc.).
- Have a well-known local athlete (could be a high school or college player) hold a sports clinic at the local sporting goods store for mentors and mentees.
- Have one of your current male mentors write an article or op-ed for the local newspaper. Have him ask specifically for more male mentors.
- Partner with the fraternities in your community as many of them have service requirements. Get them involved when they are freshman or sophomores so they can have a long-term relationship with a child.
- Speak at a Chamber of Commerce meeting.
- Speak at local service clubs such as Lions, Masons, or Rotary.
- Hold a telethon that promotes the need for male mentors.
- Host an event in partnership with the local sportsman's club (hunter safety class, fishing derby, etc.)
- Set up a booth at a local ski resort. Hand out business card-size "flyers" the men can slip into the pocket of their ski jacket.
- Get an article in corporate newsletters.
- Develop paycheck stuffers—asking for male mentors—local businesses could stuff into paychecks. Or develop a partnership with a payroll company to put your message in pay envelopes.